

To Whom It May Concern:

April 17, 2017

It is my pleasure to serve as a reference for NexGen Consultants, a Salesforce Partner located in Cincinnati, OH. Parkway Products, LLC is a global leader in custom molding technologies, serving customers worldwide with a broad portfolio of design, production and program management capabilities through six North American facilities.

We had the fortune to work with Keith Watters, Kim Scharstein and Kristen Crane on our project. The entire NexGen team was a pleasure to partner with, had an outstanding knowledge of Salesforce, and approached the project with creativity and efficiency.

Before the implementation, we were manually tracking client interactions and opportunities. We had two divisions of Sales teams with no central platform for tracking sales. Our goal was to implement a new CRM platform to ensure all client data would be centralized. Our goal was to get better insight into our pipeline, reduce manual processes, create sales accountability and enhance internal communication for task management.

Our project included the following:

- Data Migration
- Workflow Automation
- End User/Report & Dashboard/Admin Training
- Outlook integration
- Security Model enhancements
- Business analysis
- User adoption best practices
- Reporting enhancements

Our project was a comprehensive implementation; all aspects were approached in a professional, thoughtful manner and the outcome has been a success. We confidently recommend NexGen as a Salesforce implementation expert.

Sincerely,



Dave Boeding

Manager of Information Systems and Deployment

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